

# YOUTH MEDIA CAMPAIGN LONGITUDINAL SURVEY

## PARENT SCREENER

S1. Hello, this is (INTERVIEWER) and I'm calling for the Centers for Disease Control and Prevention, the CDC, about a research study. Are you a member of this household and at least 18 years old?

YES ..... 1 (GO TO S3)  
NO ..... 2 (GO TO S2)  
PROBABLE BUSINESS ..... 3 (GO TO S3)

S2. May I please speak with a household member who is at least 18 years old?

AVAILABLE ..... 1 (GO TO S1)  
NOT AVAILABLE ..... 2 (GO TO RESULT,  
CALLBACK APPT.)  
THERE ARE NONE ..... 3 (GO TO THANK2)

S3. Is this phone number used for...

Home use, ..... 1 (CONTINUE)  
Home and business use, or ..... 2 (CONTINUE)  
Business use only? ..... 3 (GO TO THANK1)

S4. The CDC is conducting a voluntary and research study about children's participation in physical and social activities. Data will be treated in a confidential manner. Are any of the people who normally live in your household age 9 to 13?

YES ..... 1 (GO TO S5)  
NO ..... 2 (GO TO S13)  
REFUSAL ..... -7 (GO TO THANK2)  
DON'T KNOW ..... -8 (GO TO THANK2)

S5. Please tell me just the first names and ages of children age 9 to 13 living in your household. Let's start with the oldest.

What is his or her first name/the name of the next child?	Is this child male or female?	How old is [he/she]?

S6. Have we missed anyone age 9 to 13 who usually lives here but who is temporarily away from home, on vacation, or away at school?

MATRIX CORRECT ..... 1  
RETURN TO MATRIX ..... 2

- CATI randomly selects 2 children age 9–13 if more than 2.

- S7. We'd like to ask some questions about the physical and social activities that [CHILD1]/[CHILD2] participates in. Are you a parent or guardian of [CHILD1]?

YES ..... 1 (GO TO S8)  
 NO ..... 2 (GO TO S8)  
 YES, A PARENT, BUT CANNOT ANSWER.. 3 (GO TO S8)  
 REFUSED ..... -7 (GO TO THANK2)  
 DON'T KNOW ..... -8 (GO TO THANK2)

**[IF NECESSARY GIVE DEFINITION OF ACTIVITIES: We are interested in physically active things like team sports or outdoor play.]**

BOX 1

If Child1 and S7 is YES, go to S8 and display "your first name?".  
 If Child1 and S7 is NO, go to S8 and display "the first name of a parent or guardian in this household who could tell us about [CHILD1]'s activities?"

- S8. What is [your first name?/ the first name of a parent or guardian in this household who could tell us about (CHILD1)'s activities?]

X IF SCREENER RESPONDENT

NAME \_\_\_\_\_ [ ]

REFUSED ..... -7  
 DON'T KNOW ..... -8

- S9. What is [your/his/her] relationship to [CHILD1]?

MOTHER (ADOPTED, BIRTH, STEP, FOSTER) 1 (GO TO BOX 2)  
 FATHER (ADOPTED, BIRTH, STEP, FOSTER) 2 (GO TO BOX 2)  
 GRANDMOTHER ..... 4 (GO TO BOX 2)  
 GRANDFATHER ..... 5 (GO TO BOX 2)  
 AUNT ..... 5 (GO TO BOX 2)  
 UNCLE ..... 6 (GO TO BOX 2)  
 OTHER (SPECIFY)\_\_\_\_\_ 91 (GO TO BOX 2)  
 REFUSED ..... -7 (GO TO BOX 2)  
 DON'T KNOW ..... -8 (GO TO BOX 2)

BOX 2

If both respondent name (S8) and respondent relationship to CHILD1 (S9) are missing, go to THANK2.  
 If CHILD1 only, go to BOX4. If CHILD2 also, continue with S10.

- S10. Are you a parent or guardian of [CHILD2]?

YES ..... 1 (GO TO BOX3)  
 NO ..... 2 (GO TO BOX3)  
 YES, A PARENT, BUT CANNOT ANSWER.. 3 (GO TO BOX 3)  
 REFUSED ..... -7 (GO TO THANK2)  
 DON'T KNOW ..... -8 (GO TO THANK2)

BOX 3

If Child2 and S10 is YES, go to S11 and display "VERIFY PARENT'S NAME".  
If Child2 and S10 is NO or YES BUT CANNOT ANSWER, go to S11 and display "What is the first name of a parent or guardian in this household who could tell us about [CHILD2]'s activities?"

S11. [VERIFY PARENT'S NAME./What is the first name of the parent or guardian in this household who could tell us about(CHILD2)'s activities?]

(DISPLAY NAME FROM S8)..... 1

X IF SCREENER RESPONDENT

SOMEONE ELSE, SPECIFY..... 2 [ ]

REFUSED ..... -7

DON'T KNOW ..... -8

S12. What is [your/his/her] relationship to [CHILD2]?

MOTHER (ADOPTED, BIRTH, STEP, FOSTER) 1 (GO TO BOX4)

FATHER (ADOPTED, BIRTH, STEP, FOSTER) 2 (GO TO BOX4)

GRANDMOTHER ..... 3 (GO TO BOX4)

GRANDFATHER ..... 4 (GO TO BOX4)

AUNT ..... 5 (GO TO BOX4)

UNCLE ..... 6 (GO TO BOX4)

OTHER (SPECIFY)..... 91 (GO TO BOX4)

REFUSED ..... -7 (GO TO BOX4)

DON'T KNOW ..... -8 (GO TO BOX4)

BOX 4

If both respondent name (S11) and respondent relationship to CHILD2 (S12) are missing, go to THANK2.  
If any children are selected, go to parent interview.

THANK 1. Thank you, but we are only interviewing in residences.

THANK2. These are all the questions I have at this time. Thank you very much for your time.

## PARENT YOUTH MEDIA SURVEY

[Hello, this is (INTERVIEWER) and I'm calling for the Centers for Disease Control and Prevention, the CDC, about a voluntary and confidential research study about children's participation in physical and social activities.]

(Now) I'd like to ask you some questions related to activities (CHILD1/CHILD2) may have participated in like sports, clubs, and family activities. You can skip any questions you don't want to answer or stop at any time. Your answers will be handled in a confidential manner and will help us better understand children's health. The interview will take about 15 minutes, and then I would like to ask [CHILD1/CHILD1 and CHILD2] similar questions. If you're ready, let's begin (with questions about [CHILD1]).]

(IF S5. > 1, ASK ABOUT CHILD1, THEN REPEAT P1-P21 ABOUT CHILD2.)

EX\_PAR2

Now I'd like to ask about [CHILD2].

(IF MORE THAN 1 CHILD, ASK ABOUT CHILD1, THEN REPEAT P.1-P.14 ABOUT CHILD2.)

P1. First, I'd like to confirm [CHILD1/CHILD2]'s age. Is [he/she] (INSERT AGE) years old?

YES .....	1 (GO TO P3)
NO .....	2 (GO TO P2)
REFUSED .....	-7 (GO TO P2)
DON'T KNOW .....	-8 (GO TO P2)

P2. How old is [CHILD1/CHILD2]?

AGE \_\_\_\_\_  
(SORT EDIT 1-18, CONTINUE 10-15)

REFUSED .....	-7 (GO TO THANK4)
DON'T KNOW .....	-8 (GO TO THANK4)

Now, I'd like to explain the types of physical activities I will be asking about. The first questions are about organized groups like sports teams and physical activity classes. The next questions are about unstructured physical activities (CHILD1/CHILD2) may do in [his/her] free time for fun.

For all of the questions, please do not include the time spent in activities during the school day like PE, gym class, or recess.

P3. Now, think about the sports teams and physical activity classes (CHILD1/CHILD2) may have participated in during the past school year like basketball, martial arts, or swimming lessons.

How important is it to you that [CHILD1/CHILD2] participates in sports teams or physical activity classes? Would you say....

- Extremely important, ..... 1 (GO TO P4)
- Very important, ..... 2 (GO TO P4)
- Somewhat important, or ..... 3 (GO TO P4)
- Not very important..... 4 (GO TO P4)
- R VOLUNTEERS CHILD HAS A DISABILITY  
(NOT A SHORT-TERM ILLNESS  
OR INJURY) ..... 5 (GO TO P\_D1)
- REFUSED ..... -7 (GO TO P4)
- DON'T KNOW ..... -8 (GO TO P4)

P\_D1. Does (CHILD1/CHILD2)'s disability or condition prevent (him/her) from participating in sports or other unstructured physical activities (he/she) may do for fun?

- YES ..... 1 (GO TO P\_D2)
- NO ..... 2 (GO TO P\_D2)
- REFUSED ..... -7 (GO TO P\_D2)
- DON'T KNOW ..... -8 (GO TO P\_D2)

P\_D2. Does (CHILD1/CHILD2)'s disability or condition prevent (him/her) from participating in school clubs and community groups?

- YES ..... 1 (GO TO BOXP4)
- NO ..... 2 (GO TO BOXP4)
- REFUSED ..... -7 (GO TO BOXP4)
- DON'T KNOW ..... -8 (GO TO BOXP4)

BOX P4

If P\_D1= 1, -7, or -8 and P\_D2 =1, go to THANK5.  
 Else, if P\_D1= 2 and P\_D2 =1, -7, -8, go to P4.  
 Else if P\_D1= 1, -7. or -8 and P\_D2 =2, go to P10INTRO.

P4. How confident are you that you can influence [his/her] involvement in these activities? Are you...

[If needed: By "influence involvement" we mean getting (CHILD1/CHILD2) to begin, maintain, or do more of these activities].

Extremely confident, .....	1
Very confident, .....	2
Somewhat confident, or .....	3
Not very confident. ....	4
REFUSED .....	-7
DON'T KNOW .....	-8

P5INTRO

Now think about the physical activities [CHILD1/CHILD2] may have done in [his/her] free time during the past school year, things like riding bikes, playing actively outside with friends, or shooting hoops.

P5. How important is it to you that [he/she] do these activities? Would you say...

Extremely important, .....	1 (GO TO P6)
Very important, .....	2 (GO TO P6)
Somewhat important, or .....	3 (GO TO P6)
Not very important. ....	4 (GO TO P6)
R VOLUNTEERS CHILD HAS A DISABILITY	
(NOT A SHORT-TERM ILLNESS	
OR INJURY) .....	5 (GO TO P_D1)
REFUSED .....	-7 (GO TO P6)
DON'T KNOW .....	-8 (GO TO P6)

P6. How confident are you that you can influence [CHILD1/CHILD2]'s involvement in these activities? Are you...

[If needed: By "influence involvement" we mean getting (CHILD1/CHILD2) to begin, maintain, or do more of these activities].

Extremely confident, .....	1
Very confident, .....	2
Somewhat confident, or .....	3
Not very confident. ....	4
REFUSED .....	-7
DON'T KNOW .....	-8

P7INTRO

The next few questions are about family activities you or another adult in your household may have done with [CHILD1/CHILD2] in the past 7 days, since last [DAY].

- P7. In the past 7 days, how many days did you or another adult in your household do any physical activities with [CHILD1/CHILD2] including things like active games, sports or other physical activities, and so forth? Please include only activities where both you and [CHILD1/CHILD2] were active.

[If needed: This also includes activities where both (CHILD1/CHILD2) and another adult were active.]

NUMBER OF DAYS \_\_\_\_\_  
(ENTER # 0 to 7)

REFUSED ..... -7  
DON'T KNOW ..... -8

- P8. Now, thinking about the next month, how likely are you to do physical activities with [CHILD1/CHILD2]? Are you...

Extremely likely ..... 1  
Very likely ..... 2  
Somewhat likely, or ..... 3  
Not very likely? ..... 4  
REFUSED ..... -7  
DON'T KNOW ..... -8

- P9. During the past 7 days, since last [DAY], how many days did you or another adult in your household have the evening meal with [CHILD1/CHILD2] sitting around a table?

NUMBER OF DAYS \_\_\_\_\_  
(ENTER # 0 to 7)

REFUSED ..... -7  
DON'T KNOW ..... -8

- P10. Now, the next question is about [CHILD1/CHILD2]'s school. How many miles does [he/she] live from school?

[If needed: Please make your best guess.]

NUMBER OF MILES \_\_\_\_\_

REFUSED ..... -7  
DON'T KNOW ..... -8

P11. (IF ONE MILE OR LESS) In a usual week, how many days does [CHILD1/CHILD2] walk or bike to school?

NUMBER OF DAYS \_\_\_\_\_  
(ENTER # 0 to 7)

REFUSED ..... -7  
DON'T KNOW ..... -8

P12.

The next few questions are about TV and video games.

How often do you set limits on the amount of time [CHILD1/CHILD2] watches television? Would you say...

Always, ..... 1  
Very often, ..... 2  
Sometimes, ..... 3  
Rarely, or ..... 4  
Never? ..... 5  
REFUSED ..... -7  
DON'T KNOW ..... -8

P13. How often do you set limits on the amount of time [CHILD1/CHILD2] plays video games? Would you say...

Always, ..... 1  
Very often, ..... 2  
Sometimes, ..... 3  
Rarely, or ..... 4  
Never? ..... 5  
REFUSED ..... -7  
DON'T KNOW ..... -8

(ALL FOLLOWING QUESTIONS ASKED ONCE REGARDLESS OF 1 OR 2 CHILD HH)

P14. Now please just answer yes or no. Do you have cable television in your household?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8



P15INTRO

These next questions are about how parents might be involved in their children's activities after school and on the weekend.

- P15. During the past school year, did you or another adult in your household coach a team or lead a group [CHILD1 participates in / CHILD1 or CHILD2 participated] in?

YES..... 1  
 NO..... 2  
 REFUSED..... -7  
 DON'T KNOW..... -8

- P16. During the past school year, how often did you or another adult in your household.... Would you say....

[INSERT STATEMENT A AND THEN STATEMENT B]

[READ SCALE IF NECESSARY]

Always,..... 1  
 Very often,..... 2  
 Sometimes, ..... 3  
 Rarely, or..... 4  
 Never?..... 5  
 REFUSED..... -7  
 DON'T KNOW..... -8

- a. Attend the events related to [CHILD1/ CHILD1 or CHILD2]'s sports, clubs, or other activities?  
 b. Take [CHILD1/ CHILD1 or CHILD2] to and from activities?

- P17. In the next year, how likely are you or another adult in your household to coach a team or lead a group that [CHILD1/ CHILD1 or CHILD2] participates in? Are you...

Extremely likely ..... 1  
 Very likely..... 2  
 Somewhat likely, or..... 3  
 Not very likely?..... 4  
 REFUSED..... -7  
 DON'T KNOW..... -8

- P18. In the next month, how likely are you or another adult in your household to attend the events related to [CHILD1/ CHILD1 or CHILD2]'s sports, clubs, or other activities? Are you...

Extremely likely ..... 1  
 Very likely..... 2  
 Somewhat likely, or..... 3  
 Not very likely?..... 4  
 REFUSED..... -7  
 DON'T KNOW..... -8

- P19. For this question, please think about your physical activities in the past 7 days. On how many days, since last [DAY], did you do physical activities or exercise such as brisk walking, jogging, or biking for at least 10 minutes at a time?

NUMBER OF DAYS \_\_\_\_\_  
(ENTER # 0 to 7)

REFUSED ..... -7  
DON'T KNOW ..... -8

- P20. (ASK ONLY ONCE PER PARENT RESPONDENT)

For these next questions, think about the physical activities and sports which kids in general may do and tell me whether you strongly agree, agree, disagree, or strongly disagree.

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	REF	DK
a. Kids who do regular physical activities have more self-confidence. Do you strongly agree, agree, disagree, or strongly disagree?.....	1	2	3	4	-7	-8
b. Kids who do regular physical activities are healthy.....	1	2	3	4	-7	-8
d. Kids who do regular physical activities will be healthier adults.....	1	2	3	4	-7	-8
e. I think it's a parent's responsibility to help their children find physical activities to do.	1	2	3	4	-7	-8
f. I think all kids should be physically active every day.....	1	2	3	4	-7	-8
g. Parents play an important role in whether their kids are physically active when they grow up. ....	1	2	3	4	-7	-8

P21. Thinking about all of the activities that [CHILD1 does/ CHILD1 and CHILD2 do], please tell me whether you strongly agree, agree, disagree, or strongly disagree with each of the following statements.

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	REF	DK
a. Transportation problems prevent my [child/children] from participating in activities [he/she/they] would like to do. Do you strongly agree, agree, disagree, or strongly disagree? .....	1	2	3	4	-7	-8
b. There are plenty of opportunities for my [child/children] to participate in activities where I live.....	1	2	3	4	-7	-8
c. My [child is/children are] not able to participate in some activities because they are too expensive. ....	1	2	3	4	-7	-8
d. I have enough time to keep my [child/children] involved in activities.....	1	2	3	4	-7	-8
e. I feel comfortable letting my [child/children] play outside near our home. ....	1	2	3	4	-7	-8

P22. For these next few questions, we would like you to just make your best guess.

Experts recommend that children watch no more than how many hours of television per day?

NUMBER OF HOURS \_\_\_\_\_  
(ENTER # 1 to 10)

REFUSED ..... -7  
DON'T KNOW ..... -8

P23. Experts recommend that children participate in physical activity how many days per week?

NUMBER OF DAYS \_\_\_\_\_  
(ENTER # 0 to 7)

REFUSED ..... -7  
DON'T KNOW ..... -8

- P24. Experts recommend that children do how many minutes per day when they participate in physical activity?

NUMBER OF MINUTES \_\_\_\_\_  
(ENTER # 0 to 240)

REFUSED ..... -7  
DON'T KNOW ..... -8

- P25. Next we have a few questions about messages and advertising you may have seen.

Have you seen, read, or heard about any messages or advertising for kids getting active?

YES ..... 1 (GO TO P26)  
NO ..... 2 (GO TO P27)  
REFUSED ..... -7 (GO TO P27)  
DON'T KNOW ..... -8 (GO TO P27)

<p>If NO, go to P27. Else, continue.</p>
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- P26. What is the name of the message or advertising?  
[PROBE: If something other than VERB mentioned: Are there any others for kids getting active?  
PROBE AGAIN If second message other than VERB mentioned: Are there any others?]

VERB ..... 1  
VERB, it's what you do ..... 2  
OTHER (SPECIFY)..... 91  
REFUSED ..... -7  
DON'T KNOW ..... -8

- P27. There are many ads on television, radio, and in newspapers and magazines with slogans you may or may not remember. Have you heard, read, or seen any ads with the slogan...

	YES	NO	REF	DK
a. "Just do it"? .....	1	2	-7	-8
b. How about "Parents: The Anti-Drug"? .....	1	2	-7	-8
d. How about "VERB: It's What You Do"? .....	1	2	-7	-8
(ASK ONLY IF P26 NOT EQUAL TO 1 OR 2)				
e. How about "Akimbo"? .....	1	2	-7	-8

P28INTRO

Now I'd like to ask you a few questions about you and your household.

P28. How many adults age 18 or over are currently living in your household including yourself?

NUMBER OF ADULTS \_\_\_\_\_  
(ENTER # 1 to 20)

REFUSED ..... -7  
DON'T KNOW ..... -8

P29. [Is (CHILD1/CHILD2)'s other parent currently living/Does either of (CHILD1/CHILD2)'s parents currently live] in the household with (CHILD1/CHILD2)?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

P30. How many children under age 18 are currently living in your household?

NUMBER OF CHILDREN \_\_\_\_\_  
(ENTER # 1 to 20)

REFUSED ..... -7  
DON'T KNOW ..... -8

P31. Are you currently...

Married, ..... 1  
Widowed, ..... 2  
Divorced, ..... 3  
Separated, or ..... 4  
Never Married ..... 5  
REFUSED ..... -7  
DON'T KNOW ..... -8

P32. What is the highest grade or level of school you completed? [DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.]

NONE, OR GRADES 1-4.....	1(GO TO P33)
GRADES 5,6,7 .....	2(GO TO P33)
GRADE 8 .....	3(GO TO P33)
SOME HIGH SCHOOL (GRADES 9-11)	4(GO TO P33)
GRADE 12, HIGH SCHOOL DIPLOMA, OR GED .....	5(GO TO P33)
TRADE/TECHNICAL/VOCATIONAL TRAINING BEYOND H.S.....	6(GO TO P33)
SOME COLLEGE OR UNIVERSITY BUT NO DEGREE .....	7(GO TO P34)
ASSOCIATE'S DEGREE (AA).....	8(GO TO P34)
BACHELOR'S DEGREE (B.A., B.S.).....	9(GO TO P34)
SOME GRADUATE OR PROFESSIONAL SCHOOL BUT NO DEGREE .....	10(GO TO P34)
GRADUATE/PROFESSIONAL DEGREE (MA,MS,PHD,MD,DDS,JD).....	11(GO TO P34)
REFUSED .....	-7(GO TO P33)
DON'T KNOW .....	-8(GO TO P33)

P33. Do you have a high school diploma or its equivalent, a GED?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

P34. Is (CHILD1/CHILD2) of Spanish, Hispanic, or Latino origin?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

P35. What is (his/her) race? You may choose more than one. [CODE ALL THAT APPLY.]

White, .....	1
Black or African-American, .....	2
American Indian or Alaska Native,.....	3
Asian, or .....	4
Native Hawaiian or Pacific Islander? .....	6
OTHER ( <i>specify</i> ) .....	91
REFUSED .....	-7
DON'T KNOW .....	-8

P36. What was the total income of all persons in your household over the past year, including salaries or other earnings, interest, retirement, and so on for all household members? Was it...

\$25,000 or less, or .....	1 (READ SET 1)
More than \$25,000 .....	2
DON'T KNOW .....	-7 (GO TO P37)
REFUSED .....	-8 (GO TO P37)

Was it...

\$50,000 or less, or .....	1 (READ SET 2)
More than \$50,000 .....	2 (READ SET 3)
DON'T KNOW .....	-7 (GO TO P37)
REFUSED .....	-8 (GO TO P37)

[SET 1]

\$5,000 or less .....	1
\$5,001 to \$10,000 .....	2
\$10,001 TO \$15,000 .....	3
\$15,001 TO \$20,000, or.....	4
\$20,001 TO \$25,000 .....	5

[SET 2]

\$25,001 TO \$30,000 .....	6
\$30,001 TO \$35,000 .....	7
\$35,001 TO \$40,000 .....	8
\$40,001 TO \$45,000, or.....	9
\$45,001 TO \$50,000 .....	10

[SET 3]

\$50,001 TO \$60,000 .....	11
\$60,001 TO \$75,000 .....	12
\$75,001 TO \$100,000, or.....	13
Over \$100,000 .....	14

REFUSED .....	-7
DON'T KNOW .....	-8

## CLOSING STATEMENT

- P37. I'd also like to ask [CHILD1/CHILD1 CHILD2] some similar questions. To show our appreciation, we will mail \$10 to [HIM/HER/EACH CHILD] once [HIS/HER/THEIR]] portion of the survey is complete.

*IF NEW (PARENT) (DIFFERENT RESPONDENT THAN FOLLOWUP SURVEY)*

May I have your name and mailing address? It will be kept absolutely confidential.

FIRST NAME		LAST NAME	
STREET ADDRESS			
CITY	STATE	ZIP CODE	

- P38. *[IF NEW ((PARENT) DIFFERENT RESPONDENT THAN FOLLOWUP RESPONDENT)]*: To help us find you in case you move or your phone number changes, could you please give me the name and telephone number of two people who do not live with you but are likely to know where you can be reached. This information will also be kept confidential.

INTERVIEWER: ENTER CONTACT NAME 1 \_\_\_\_\_

INTERVIEWER: ENTER TELEPHONE NUMBER 1

/ \_ / \_ / \_ / - \_ / \_ / \_ / - \_ / \_ / \_ / \_ /

INTERVIEWER: ENTER CONTACT NAME 2

INTERVIEWER: ENTER TELEPHONE NUMBER 2

/ \_ / \_ / \_ / - \_ / \_ / \_ / - \_ / \_ / \_ / \_ /

THANK5. Those are all the questions I have for you. Please hold a moment while I check to see if there is someone else I need to speak with.

Those are all the questions I have for you. Next I'd like to talk to [CHILD 1/CHILD1 and CHILD2].

THANK4. Those are all the questions I have for you. Thank you very much for your time. Good-bye.



## CHILD YOUTH MEDIA SURVEY

EX\_CHILD

[FROM CONTACT SPECS: Hi, my name is (INTERVIEWER) and I'm calling for the Centers for Disease Control and Prevention, the CDC.]

We are asking kids across the country to volunteer to participate in a study about their after-school and weekend activities. It takes about 15 minutes, and your answers will be kept private. I'll try to make my questions very clear, but if you don't understand something, I'll explain again. If there is something you don't want to answer, just say so, and if you want to stop, just tell me. [We have already talked with your (RELATION) and you can check with (him/her) if you have any questions about this.] If you're ready, let's begin.

C1. Do you go to school right now, or are you out of school for (a/summer) break?

IN SCHOOL .....	1
NOT IN SCHOOL.....	2
OUT FOR SUMMER.....	3
OUT FOR ANOTHER SCHOOL BREAK	4
OTHER (SPECIFY).....	91
REFUSED .....	-7
DON'T KNOW .....	-8

### BOX C1

If P\_D1=1 and P\_D2=2, go to C11.  
If P\_D1= 2 and P\_D2 =1, go to C2INTRO.  
Else, go to C2INTRO.

C2. INTRO

For the next few questions, think about the physical activities you may have done in the past 7 days, things that got your body moving like sports, physical activity lessons, or playing actively with your friends. (Do not include things you may do during the school day like PE, gym class, or recess.)

C2. In the past 7 days, since last [DAY], did you do any physical activities (after school or on the weekend)?

YES .....	1	(GO TO C3)
NO .....	2	(GO TO C6INTRO)
REFUSED .....	-7	(GO TO C6INTRO)
DON'T KNOW .....	-8	(GO TO C6INTRO)

- C3. What physical activities did you do in the past 7 days? (Remember not to include things you did during the school day like PE, gym class, or recess.)  
(PROBE: Did you do any other physical activities in the past 7 days?)

AEROBICS/WEIGHT TRAINING/GYM/EXERCISE .....	1
BASEBALL/SOFTBALL/CATCH/PITCHING.....	2
BASKETBALL .....	3
BIKE RIDING/DIRT BIKING/MOUNTAIN BIKING .....	4
CHEERLEADING.....	5
DANCE .....	6
FIELD HOCKEY/STREET HOCKEY/ROLLER HOCKEY.....	7
FOOTBALL.....	8
GOLF .....	9
GYMNASTICS/TUMBLING.....	10
HIKING .....	11
ICE HOCKEY .....	12
ICE SKATING.....	13
JUMP ROPING .....	14
LACROSSE.....	15
MARTIAL ARTS (KARATE/TAE KWON DO/JUDO, ETC.) .....	16
PLAYING GAMES	
(PROBE WERE YOU PHYSICALLY ACTIVE? IF NO, DON'T COUNT)....	17
ROLLER BLADING/ROLLER SKATING.....	18
RUNNING/JOGGING .....	19
SCOOTER RIDING	
(PROBE: DOES IT HAVE A MOTOR? IF YES, DON'T COUNT) .....	20
SKATEBOARDING .....	21
SOCCER .....	22
SWIMMING .....	23
TENNIS .....	24
TRACK & FIELD.....	25
VOLLEYBALL.....	26
WALKING.....	27
WRESTLING .....	28
OTHER 4 (SPECIFY) .....	91
REFUSED .....	-7
DON'T KNOW .....	-8

- C4. Was [ACTIVITY] with an organized group that has a coach, instructor, or leader, or was this an activity you did in your free time? (ASKED FOR UP TO 5 ACTIVITIES)

ORGANIZED..... 1  
FREE TIME ..... 2  
BOTH ORGANIZED AND FREE TIME... 3  
OTHER(SPECIFY)\_\_\_\_\_91  
REFUSED ..... -7  
DON'T KNOW ..... -8

- C5. [IF BOTH ORGANIZED AND FREE TIME, repeat twice: Thinking of just the days you [VERB ACTIVITY] (as an organized group.... / as an activity in your free time....)]

On how many of the past 7 days, since last [DAY], did you participate in [ACTIVITY] (after school or on the weekend)? [REPEAT FOR 5 ACTIVITIES.]

NUMBER OF DAYS \_\_\_\_\_  
(ENTER # 0 to 7)

REFUSED ..... -7  
DON'T KNOW ..... -8

- C5a. [ASK FOR UP TO THREE FREE-TIME ACTIVITIES IN ORDER OF LISTING:] About how long do you spend doing (ACTIVITY) when you do it in your free time?

HOURS ..... 1 (GO TO C5aOV)  
MINUTES ..... 2 (GO TO C5aOV)  
HOURS AND MINUTES ..... 3 (GO TO C5aOV)  
REFUSED ..... -7 (GO TO C6INTRO)  
DON'T KNOW ..... -8 (GO TO C6INTRO)

C5aOV. NUMBER OF (HOURS/MINUTES/HOURS AND MINUTES) \_\_\_\_\_

#### C6INTRO

For the next few questions, think about the sports, lessons, or physical activities you may have done yesterday. (Please do not include things you did during the school day like PE, gym class, or recess.)

- C6. Did you do any physical activities yesterday, on [DAY]?

YES ..... 1 (GO TO C7)  
NO ..... 2 (GO TO C8)  
REFUSED ..... -7 (GO TO C8)  
DON'T KNOW ..... -8 (GO TO C8)

C7. What physical activities did you do yesterday? [PROBE: Did you do any other physical activities yesterday?]

AEROBICS/WEIGHT TRAINING/GYM/EXERCISE .....	1
BASEBALL/SOFTBALL/CATCH/PITCHING.....	2
BASKETBALL .....	3
BIKE RIDING/DIRT BIKING/MOUNTAIN BIKING .....	4
CHEERLEADING .....	5
DANCE .....	6
FIELD HOCKEY/STREET HOCKEY/ROLLER HOCKEY.....	7
FOOTBALL.....	8
GOLF .....	9
GYMNASTICS/TUMBLING.....	10
HIKING .....	11
ICE HOCKEY .....	12
ICE SKATING.....	13
JUMP ROPING .....	14
LACROSSE.....	15
MARTIAL ARTS (KARATE/TAE KWON DO/JUDO, ETC.) .....	16
PLAYING GAMES	
(PROBE WERE YOU PHYSICALLY ACTIVE? IF NO, DON'T COUNT)....	17
ROLLER BLADING/ROLLER SKATING.....	18
RUNNING/JOGGING .....	19
SCOOTER RIDING	
(PROBE: DOES IT HAVE A MOTOR? IF YES, DON'T COUNT) .....	20
SKATEBOARDING .....	21
SOCCER .....	22
SWIMMING .....	23
TENNIS .....	24
TRACK & FIELD.....	25
VOLLEYBALL.....	26
WALKING.....	27
WRESTLING .....	28
OTHER 4 (SPECIFY) .....	91
REFUSED .....	-7
DON'T KNOW .....	-8

C8. In the past school week, how many days did you have PE or gym class?

(FOR OUT OF SCHOOL, C1. = 2, 3, 4, 91, -7, -8, When you are in school, how many days a week do you usually have PE or gym class?)

NUMBER OF DAYS \_\_\_\_\_  
(ENTER # 0 to 7)

REFUSED ..... -7  
DON'T KNOW ..... -8

C9. Now, please just answer yes or no. Right now, do you play on any sports teams including any teams run by your school or community group?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

C10. Now, not counting sports teams, right now are you in any supervised after-school programs, including day care or after-school care?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

(IF YES) Do you do physical activities in your after-school programs?

YES ..... 1  
NO ..... 2  
REFUSED ..... -7  
DON'T KNOW ..... -8

- C11. For the next questions, think about all the ways kids can be physically active, including all of the sports teams, lessons, and physical activities you do in your free time.

For each statement, please tell me if you really agree, sort-of agree, sort-of disagree, or really disagree. The first one is...

[INSERT STATEMENT.] [READ SCALE FIRST TIME, THEN IF NECESSARY.] [IF AGREE, PROBE THE FIRST TIME:] Would you say you really agree or sort of agree?, IF DISAGREE, PROBE the first time: Would you say you really disagree or sort of disagree?)

REALLY AGREE.....	1
SORT OF AGREE .....	2
SORT OF DISAGREE .....	3
REALLY DISAGREE.....	4
REFUSED .....	-7
DON'T KNOW .....	-8

#### SET 1

[RANDOM ORDER. ITEMS I, J, K, L SHOULD ALWAYS BE SEPARATED BY AT LEAST ONE ITEM]

- a. I'd rather watch TV or play video games than do physical activities.
- b. There are lots of places in my neighborhood where I can do physical activities.
- c. My family thinks I should do physical activities.
- d. My parents show or tell me they really like it when I do physical activities.
- e. If I asked my parents to do physical activities with me, they probably would.
- f. I should probably do more physical activities than I do.
- g. I'm too busy to do more physical activities than I do.
- h. I could find a physical activity to do that I enjoy.
- i. My friends think that doing physical activities is fun.
- j. Kids my age think that doing physical activities is fun.
- k. My friends think that doing physical activities is important.
- l. Kids my age think that doing physical activities is important.
- m. I'm not athletic enough to do physical activities.
- n. There aren't many ways to play sports without signing up or being on a team.

#### SET 2

Now tell me if you really agree, sort-of-agree, sort-of-disagree, or really disagree with these statements. If I did physical activities on most days...

[RANDOM ORDER.]

- ab. ...it would be boring.
- ac. ...it would be fun.
- ad. ...it would help me make new friends.
- ae. ...it would help me spend more time with my friends.
- af. ...it would make me feel good about myself.
- ag. ...it would keep me from doing other things I like better.

Now just a few more questions. Do you really agree, sort of agree, sort of disagree, or really disagree with these statements... [RANDOM ORDER.]

	REALLY AGREE	SORT OF AGREE	SORT OF DISAGREE	REALLY DISAGREE	REF	DK
ah. I think I can ask my parents to sign me up for a sport or other physical activity. ....	1	2	3	4	-7	-8
ai. I think I can be physically active no matter how busy my day is. ....	1	2	3	4	-7	-8
aj. I think I can be physically active no matter how tired I may feel.....	1	2	3	4	-7	-8
ak. I think I can be physically active even if it is hot or cold outside .....	1	2	3	4	-7	-8
al. I think I have what it takes to be physically active. ....	1	2	3	4	-7	-8

C12. Please tell me which sentence best describes you. During my free time on most days.....

I am sure I <b>will not</b> be physically active.....	1
I <b>probably will not</b> be physically active. ....	2
I <b>may or may not</b> be physically active .....	3
I <b>probably will</b> be physically active. ....	4
I am sure I <b>will</b> be physically active .....	5
REFUSED .....	-7
DON'T KNOW .....	-8

C13. Now I'd like you to describe yourself. Please tell me if each word describes you never, sometimes, or usually. Are you...

	NEVER	SOMETIMES	USUALLY	REF	DK
a. confident?	1	2	3	-7	-8
b. lazy?	1	2	3	-7	-8
c. a leader?	1	2	3	-7	-8
d. athletic (physically)?	1	2	3	-7	-8
e. popular?	1	2	3	-7	-8

C14. Here are just a few other statements. Please tell me if you really agree, sort-of-agree, sort-of-disagree, or really disagree with these statements.

- In general, I am satisfied with myself.
- My parents don't really understand me.
- My parents have rules about how much time I can spend watching TV.
- My parents have rules about how much time I can spend playing video games.

#### BOX 14

If P\_D1= 1, -7, or -8 and P\_D2 =1, go to BOX C17.  
Else, if P\_D1= 2 and P\_D2 =1, -7, -8, go to C15.  
Else if P\_D1= 1, -7. or -8 and P\_D2 =2, go to BOX C17.

C15. How many kids your age do physical activities every day? Would you say...

None, .....	1
Some, .....	2
Most, or .....	3
All? .....	4
REFUSED .....	-7
DON'T KNOW .....	-8

C16. How many of your friends do physical activities every day? Would you say...

None, .....	1
Some, .....	2
Most, or .....	3
All? .....	4
REFUSED .....	-7
DON'T KNOW .....	-8

C17. Now just answer yes or no. In the last 2 months, have you tried a new physical activity that you've never done before?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

BOX C17

If P\_D1=1, -7, or -8 and P\_D2=2, go to C18INTRO.

If P\_D1= 2 and P\_D2 =1, -7, or -8 go to C20.

Else, go to C18NTRO.

C18INTRO These next questions are about some other activities that kids might be involved in.

C18. Do you currently belong to community groups like Scouts or 4-H, or any other special groups for kids?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8

C19. Do you currently belong to school groups like band, drama club, newspaper, or student government?

YES .....	1
NO .....	2
REFUSED .....	-7
DON'T KNOW .....	-8



C20. How many hours did you watch TV, play video games, or play computer games yesterday, (DAY)?  
[DOES NOT INCLUDE HOMEWORK ON COMPUTER.]

NONE .....	1 (GO TO C21INTRO)
HOURS .....	2 (GO TO C20OV)
MINUTES .....	3 (GO TO C20OV)
HOURS AND MINUTES .....	4 (GO TO C20OV)
REFUSED .....	-7 (GO TO C21INTRO)
DON'T KNOW .....	-8 (GO TO C21INTRO)

C20OV. NUMBER OF (HOURS/MINUTES/HOURS AND MINUTES)\_\_\_\_\_

C21INTRO. Next we have a few questions about messages and advertising you may have seen.

C21. Have you seen, read, or heard about any messages or advertising for kids getting active?

YES .....	1 (GO TO C22)
NO .....	2 (GO TO C23)
REFUSED .....	-7 (GO TO C23)
DON'T KNOW .....	-8 (GO TO C23)

<p>If NO, REF, DK, go to C23. Else, continue.</p>
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C22. What is the name of the message or advertising?  
[PROBE: If something other than VERB mentioned: Are there any others for kids getting active?  
PROBE AGAIN If second message other than VERB mentioned: Are there any others?]

VERB .....	1
VERB, it's what you do .....	2
OTHER (SPECIFY).....	91
REFUSED .....	-7
DON'T KNOW .....	-8

BOX C22
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<p>If VERB NOT mentioned in C22, go to C23. Else, go to C24.</p>
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C23. Have you seen, read, or heard any messages or advertising about VERB?

YES..... 1  
NO..... 2  
REFUSED..... -7  
DON'T KNOW..... -8

BOX C23

If VERB mentioned in C22 or C23, go to C24.  
Else, go to C25Intro.

C24. Please tell me in your own words what VERB is all about?

**[PROBE ONCE, UP TO TWO TIMES WITH ANY OF THE FOLLOWING:**

Can you tell me more? What does that mean? Anything else?]

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C25. What ideas did VERB give you?

**[PROBE ONCE, UP TO TWO TIMES WITH ANY OF THE FOLLOWING:**

Can you tell me more? What does that mean? Anything else?]

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C26. Please tell me all of the places you have seen, read or heard about VERB.

**[DO NOT READ LIST. CIRCLE ALL RESPONSES.][RECORD ANSWERS BELOW UNDER C26.]**

- C27. Have you seen, read or heard about VERB ... [READ ITEMS NOT CIRCLED UNDER C26 AND RECORD ALL THAT APPLY UNDER C27.]

If 26=1 or C27a = 1, and/or if 26=2 or C27b = 1, ask C28. Else go to next box.

	C26	C27	
		YES	NO
a. On Television	1	1	2
b. On the Radio	2	1	2
c. On the Internet	3	1	2
d. From Friends	4	1	2
e. From your Parents	5	1	2
f. At school	6	1	2
g. In magazines	7	1	2
h. Before a movie	8	1	2
i. On signs, billboards, or posters	9	1	2
j. Anywhere else? Other: Specify _____	10	1	2
REFUSED	-7		
DON'T KNOW	-8		

- C28. How often do you usually (see/hear) a message or advertisement about VERB on (television/radio). Would you say...

About every day, ..... 1  
 Several times a week, ..... 2  
 About once a week, or ..... 3  
 Less than once a week ..... 4  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

If C26=6 or C27f = 1, ask C29. Else go to C30INTRO.

- C29. Please tell me all the places during the school day you have seen, heard, or read about VERB. [Code all that apply.]

CHANNEL 1 ..... 1  
 TV OR VIDEOS ..... 2  
 POSTERS OR SIGNS ..... 3  
 SCHOOL SUPPLIES, E.G., BOOK COVERS  
 OR PENCILS ..... 4  
 FROM FRIENDS AT SCHOOL ..... 5  
 FROM TEACHERS ..... 6  
 ANYTIME ACTION CARDS ..... 7  
 EVENT FLYERS ..... 8  
 OTHER (specify) ..... 91  
 REFUSED ..... -7  
 DON'T KNOW ..... -8

C30INTRO      Now I'd like to ask you about some television commercials that you may or may not have seen. [RANDOM ORDER.]

	YES	NO	REF	DK
C30a. Have you seen a commercial on television that shows girls and boys on the beach hitting a ball over a net, and then the ball hits a lifeguard in the head? .....	1	2	-7	-8
C30b. How about a television commercial that shows a boy playing horse on a basketball court who dribbles the ball between his legs and bounces it off a wall but misses his shot?.....	1	2	-7	-8
C30c. Have you seen a commercial on television that shows a group of kids racing their bikes through a neighborhood while an announcer describes the race? .....	1	2	-7	-8
C30d. How about a commercial on television that shows a group of boys and girls who keep playing their football game even after it begins to rain and they get all wet? .....	1	2	-7	-8
C30e. Have you seen a commercial on television that shows tennis star Venus Williams playing with some kids who made up their own rules?.....	1	2	-7	-8
C30f. How about a commercial on television that shows soccer star Landon Donovan playing with some kids who made up their own rules? .....	1	2	-7	-8
C31. Would you describe yourself as...				
Very underweight, .....	1			
Slightly underweight,.....	2			
About the right weight, .....	3			
Slightly overweight, or.....	4			
Very overweight .....	5			
REFUSED .....	-7			
DON'T KNOW .....	-8			

C32INTRO. Now, one last question—you've really done a good job...

C32. Have you ever visited the website for "VERB"?

YES.....	1
NO.....	2
REFUSED .....	-7
DON'T KNOW .....	-8

## CLOSING STATEMENT

EXTCTHNK

Those are all of the questions I have for you. You've helped us understand more about what kids like you think about the activities they do.

[IF PARENT HAS GIVEN ADDRESS] You'll be getting \$5 in the mail from us soon. We'll want to talk with you again next year and if you and your (RELATION) complete those interviews, you'll receive another \$5 at that time.

[IF MORE THAN ONE CHILD] May I speak with (CHILD2) now?

THANK2.        Thank you so much for answering these questions. We are only interviewing in households with children age 9 to 13.

THANK4.        Those are all the questions I have for you. Thank you very much for your time.